

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Master of Business Administration (Full Time) Programme**

<b>L</b>	<b>T</b>	<b>PW</b>	<b>C</b>
<b>1.5</b>	<b>-</b>	<b>-</b>	<b>1.5</b>

<b>Course Code</b>	<b>MFT5GEXX30</b>
<b>Course Title</b>	<b>Sports Management</b>

**Course Learning Outcomes (CLO):**

At the end of the course, the students will be able to:

1. Identify trends in the field of sports management
2. Explain important issues in sports management
3. Apply basic principles of sports management

**Syllabus**

**Teaching Hours**

<b>Unit I: Strategy Formulation in Sports</b> <ul style="list-style-type: none"> <li>• Introduction to Sports Management</li> <li>• Environment Scanning and Strategy Formulation for Sports Organization</li> <li>• Stakeholder Relations Management in Sports Organization Development</li> </ul>	04
<b>Unit II: Sports Operations &amp; Endorsement</b> <ul style="list-style-type: none"> <li>• Sports Operations Management</li> <li>• Sports Marketing and Promotion Strategies</li> <li>• Media Relations Management for Sports Development</li> <li>• Funds Generation and Revenue Management</li> <li>• Competitive Events Management</li> <li>• Sponsorship and Endorsement Management</li> </ul>	09
<b>Unit III: Trends in Sports Management</b> <ul style="list-style-type: none"> <li>• Sports Analytics and Impact of Technologies in Sports</li> <li>• Current Issues and Trends in Sports</li> </ul>	02

**Suggested Readings:**

1. Masteralexis, L.P., Barr, C.A., and Hums, M., Principles and Practice of Sports Management Sudbury, MA: Jones and Barlett Publishers
2. Robinson, M.J., Sports Club Management. Champaign, IL: Human Kinetics Publishers
3. Rosner, S.R., Shropshire, K.L., The Business of Sports. Sudbury, MA: Jones and Barret Learning.

w.e.f. Academic Year 2019-20 and onwards.